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The College Placement Council, Inc.

Recruiting'85

The national association for career planning, placement & recruitment / 62 Highland Ave., Bethlehem, PA 18017 October 1984

Job Prospects Look Brighter For Most College Grads in '85

Throughout the current economic recovery, experts' forecasts have been consistently off target. The expansion has proved to be more resilient than most of the pundits imagined. While some forecasters are still watching the recovery for a glimpse of the next downturn, most are now convinced that business will enjoy continued growth well into 1985.

That forecast is supported by 53 percent of the 399 employers participating in this survey. They expect the economic outlook for their organization to improve in the last half of 1984, compared with the first half of the year. Even more important is the fact that their confidence extends into next year, with 65 percent expecting improvement in the first half of 1985 over the last half of 1984.

It's true that the recovery has slowed over the last few months. However, this trend does not signal an impending downturn, but represents a healthier pace for a sustained recovery.

Consumer income is up and unemployment is down. Employers intend to continue expanding their work forces. This intent is reflected in employers' plans to recruit more college graduates from the class of 1985 than they did from last year's class.

Survey respondents reported an overall increase of 8 percent in anticipated hiring, although there is a good deal of disparity in the projected increases by discipline.

Increased hiring by more companies will result in greater competition among employers to attract the top students. And at least for those top students in the most sought-after disciplines—such as electrical and mechanical engineering, computer science, or accounting—it could be a seller's market.

Engineering and science graduates will enjoy improved employment opportunities. At the bachelor's level, engineering hires were expected to increase 7 percent over last year. Employers anticipated an 11 percent hiring increase in the "science, math, and other technical" category.

In the business-related disciplines, employers expected to hire 4 percent more graduates at the bachelor's level than last year.

A 1 percent decline was reported at the bachelor's level in the "other nontechnical" category. It is important to keep in mind that much of the opportunity for these graduates is with small employers not represented in this survey. With the recent resurgence of small businesses throughout this recovery, employment opportunities should expand for generalists.

Opportunities are expected to increase at the master's level in all four categories surveyed.

By specific type of employer, most of the categories showed increases in employment opportunities. There were two notable exceptions. First, banking, finance, and insurance reported a 5 percent decline in hiring from last year. This drop may reflect the industry's uncertainty over the effects of increased deregulation. Second, electrical machinery and equipment reported a 9 percent drop in expected hiring.

The chemical industry, severely affected by the recession, is slowly beginning to recover. The projected hiring increase of 23 percent must be considered in light of the unusually low level of hiring last year.

College recruiting activity will be strong in the merchandising and services industry, with a 16 percent increase in hiring anticipated. This trend reflects the continued strength of consumer spending as well as anticipated expansion among many of the retail establishments.

The automotive and mechanical equipment industry is also picking up, but much of the anticipated hiring is limited to students with business degrees.

In the petroleum category, several large companies are significantly increasing their hiring. However, as with the chemical industry, any increase seems exaggerated compared with the depressed situation last year.

In addition to expectations of increased hiring, the number of interview schedules increased as well. The anticipated 6 percent gain over last year indicates a loosening of some of the constraints imposed by the recession.

Further, employers reported a 3 percent increase over last year in the number of campuses scheduled for recruiting visits.

This may not be the best of times, but the economy has enough bright signs to make most people feel good about this year's prospects. The outlook for college graduates seems to be looking up, too, and while hiring will probably not rebound to pre-recession levels, the class of 1985 can look forward to improved employment opportunities.

More about the study on page 2.

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Table 1
Number of Hires and Percentage Change by Curricular Groupings and Degree Levels

October 1984

	Bachelor's			Master's			Doctoral			Curriculum Total		
	No. Hires 1984-85[1]	No. Hires 1983-84[2]	Percent Change	No. Hires 1984-85	No. Hires 1983-84	Percent Change	No. Hires 1984-85	No. Hires 1983-84	Percent Change	No. Hires 1984-85	No. Hires 1983-84	Percent Change
Engineering (incl. engineering technologies)	20,103 (280)	18,776 (270)	+ 7%	2,829 (138)	2,271 (138)	+25%	656 (75)	487 (61)	+35%	23,588	21,534	+10%
Science, Math, & Other Technical (incl. computer science, chemistry, physics, etc.)	9,857 (263)	8,877 (255)	+11	1,902 (117)	1,453 (113)	+31	1,044 (75)	715 (71)	+46	12,803	11,045	+16
Business (incl. accounting, marketing, business management, finance, etc.)	21,062 (316)	20,276 (305)	+ 4	4,980 (168)	4,519 (177)	+10	43 (7)	27 (5)	*	26,085	24,822	+ 5
Other Non-Technical (incl. liberal arts, humanities, social sciences, home economics, etc.)	3,163 (156)	3,201 (155)	− 1	262 (29)	255 (49)	+ 3	27 (13)	51 (24)	*	3,452	3,507	− 2
Degree Total	54,185	51,130	+ 6	9,973	8,498	+17	1,770	1,280	+38	65,928	60,908	+ 8

[1] Actual and anticipated hires.
[2] Actual hires.
( ) Figures in parentheses are number of employers reporting hires in that category. A difference between any two years results when employers indicate they did not hire in that category for one of the two years.
* Percentage not meaningful because of small volume.
† Final totals represent data reported by 399 employers.

A NOTE ABOUT THE STUDY

Recruiting 85 covers positions available in employing organizations in business, industry, government, and non-profit and educational institutions, except for teaching positions. Four broad curricular areas are surveyed at three degree levels. Tables provide summary data by curricular groupings (Table 1), detailed data by type of employer (Table 2), and summary data by type of employer for interview schedules and campuses scheduled for recruiting visits (Table 3).

The questionnaires for the current report were mailed on July 18, 1984, to 669 employers in the private sector. By the cutoff date, usable responses were received from 60 percent. Federal Government data were furnished by the Recruitment and Job Information Section, U.S. Office of Personnel Management.

Recruiting 85, begun in 1970-71, is based on data furnished by employers. One report is issued during the year in early October.

The cooperation of the employers who responded to this survey is gratefully acknowledged by the CPC staff. Without their assistance, this current assessment of college recruitment would not have been possible.

Initial distribution of the report is made only to members of the College Placement Council, subscribers to the *Salary Survey* package, and to non-member employers who furnished information for the survey. Non-members can obtain this report for $10.

Table 2
Number of Hires by Curricular Group and Type of Employer

October 1984

Type of Employer	1984-85 Hires Bachelor's	Master's	Doctoral	1984-85 Total	1983-84 Total	Percent Change
Business						
Accounting - Public						
Engineering	160	44		204	185	*
Science, Math, & Other Technical	160	312		472	444	+ 6%
Business	9,973	2,219	10	12,202	11,447	+ 7
Other Non-Technical	30	10		40	34	*
Total	10,323	2,585	10	12,918	12,110	+ 7
Banking, Finance, & Insurance						
Engineering	4			4	4	*
Science, Math, & Other Technical	500	7		507	423	+ 20
Business	1,261	659		1,920	2,059	- 7
Other Non-Technical	499	13	4	516	603	- 14
Total	2,264	679	4	2,947	3,089	- 5
Merchandising & Services						
Engineering	58	17	5	80	38	*
Science, Math, & Other Technical	484	17	2	503	396	+ 27
Business	2,228	94		2,322	2,080	+ 12
Other Non-Technical	711	5		716	597	+ 20
Total	3,481	133	7	3,621	3,111	+ 16
Manufacturing / Industrial						
Aerospace, Electronics & Instruments						
Engineering	9,490	1,413	173	11,076	10,420	+ 6
Science, Math, & Other Technical	5,050	785	97	5,932	5,712	+ 4
Business	2,972	882	4	3,858	3,642	+ 6
Other Non-Technical	657	185	10	852	898	- 5
Total	18,169	3,265	284	21,718	20,672	+ 5
Automotive & Mechanical Equipment						
Engineering	2,274	323	55	2,652	2,585	+ 3
Science, Math, & Other Technical	384	33	15	432	353	+ 22
Business	929	218	5	1,152	886	+ 30
Other Non-Technical	85	1		86	94	*
Total	3,672	575	75	4,322	3,918	+ 10
Building Materials Mfrs. & Construction						
Engineering	346	30	10	386	353	+ 9
Science, Math, & Other Technical	45	15	9	69	58	*
Business	233	26		259	243	+ 7
Other Non-Technical	29			29	22	*
Total	653	71	19	743	676	+ 10

Blank spaces occur where no hires were reported
*Percentage not meaningful because of small volume

Continued

Table 2 Continued

Type of Employer	1984-85 Hires			1984-85	1983-84	Percent
	Bachelor's	Master's	Doctoral	Total	Total	Change
Chemicals, Drugs, & Allied Products						
Engineering	1,728	272	153	2,153	1,594	+35%
Science, Math, & Other Technical	716	203	630	1,549	1,158	+34
Business	814	282	10	1,106	1,099	+ 1
Other Non-Technical	212	6		218	242	−10
Total	3,470	763	793	5,026	4,093	+23
Electrical Machinery & Equipment						
Engineering	1,980	214	60	2,254	2,415	− 7
Science, Math, & Other Technical	594	65	61	720	517	+39
Business	526	135	1	662	999	−34
Other Non-Technical	54	10	1	65	129	*
Total	3,154	424	123	3,701	4,060	− 9
Food & Beverage Processing						
Engineering	55	3		58	40	*
Science, Math, & Other Technical	131	6	5	142	140	*
Business	195	53		248	244	+ 2
Other Non-Technical	76	3	2	81	63	*
Total	457	65	7	529	487	+ 9
Glass, Paper, Packaging, & Allied Products						
Engineering	41	6	2	49	25	*
Science, Math, & Other Technical	25	1		26	12	*
Business	107	14		121	83	*
Other Non-Technical	8			8	5	*
Total	181	21	2	204	125	*
Metals & Metal Products						
Engineering	442	41	11	494	364	+36
Science, Math, & Other Technical	100	3		103	84	*
Business	143	29		172	129	*
Other Non-Technical	32			32	30	*
Total	717	73	11	801	607	+32
Petroleum & Allied Products (incl. Nat. Gas)						
Engineering	1,224	164	72	1,460	899	+62
Science, Math, & Other Technical	490	273	90	853	469	+82
Business	601	132	5	738	655	+13
Other Non-Technical	59	8	4	71	44	*
Total	2,374	577	171	3,122	2,067	+51

Continued

Table 2 Continued

Type of Employer		1984-85 Hires Bachelor's	Master's	Doctoral	1984-85 Total	1983-84 Total	Percent Change
Research & / or Consulting Organizations							
Engineering		345	233	107	685	554	+ 24%
Science, Math, & Other Technical		174	136	117	427	302	+ 41
Business		38	36	8	82	72	*
Other Non-Technical		19	4	5	28	38	*
	Total	576	409	237	1,222	966	+ 27
Tire & Rubber							
Engineering		200		4	204	213	– 4
Science, Math, & Other Technical		22	1	3	26	29	*
Business		125	8		133	109	*
Other Non-Technical		10			10	5	*
	Total	357	9	7	373	356	+ 5
Utilities - Public (incl. Transportation)							
Engineering		1,280	43		1,323	1,307	+ 1
Science, Math, & Other Technical		755	26		781	693	+ 13
Business		653	151		804	736	+ 9
Other Non-Technical		139	6		145	167	*
	Total	2,827	226		3,053	2,903	+ 5
Other Business & Non-Profit Organizations							
Other Business & Industry							
Engineering		468	25	3	496	530	– 6
Science, Math, & Other Technical		221	12	10	243	236	+ 3
Business		259	40		299	332	– 10
Other Non-Technical		132	5		137	114	*
	Total	1,080	82	13	1,175	1,212	– 3
Non-Profit & Educational Institutions							
Engineering		8	1	1	10	8	*
Science, Math, & Other Technical		6	7	5	18	19	*
Business		5	2		7	7	*
Other Non-Technical		411	6	1	418	422	– 1
	Total	430	16	7	453	456	– 1

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

Table 3
Number of Hires and Number of Interview Schedules and Campuses Scheduled for Recruiting Visits

October 1984

Type of Employer	No. of Employers	Number of Hires: No. Hires 1984-85[1]	No. Hires 1983-84[2]	Percent Change	Number of Interview Schedules†: No. of Schedules 1984-85[3]	No. of Schedules 1983-84[4]	Percent Change	Number of Campuses Scheduled For Recruiting Visits: No. of Campuses 1984-85	No. of Campuses 1983-84	Percent Change
Business										
Accounting - Public	14	12,918	12,110	+ 7%	12,275	11,812	+ 4%	3,153	3,115	+ 1%
Banking, Finance, & Insurance	44	2,947	3,089	− 5	2,962	2,883	+ 3	1,141	1,128	+ 1
Merchandising & Services	37	3,621	3,111	+ 16	2,558	2,427	+ 5	823	821	0
Manufacturing / Industrial										
Aerospace, Electronics, & Instruments	44	21,718	20,672	+ 5	15,556	14,795	+ 5	2,754	2,712	+ 2
Automotive & Mechanical Equipment	26	4,322	3,918	+ 10	1,860	1,472	+ 26	607	534	+ 14
Building Materials Mfrs. & Construction	14	743	676	+ 10	762	732	+ 4	300	311	− 4
Chemicals, Drugs, & Allied Products	27	5,026	4,093	+ 23	7,006	6,399	+ 9	1,613	1,500	+ 8
Electrical Machinery & Equipment	10	3,701	4,060	− 9	3,664	3,989	− 8	793	815	− 3
Food & Beverage Processing	16	529	487	+ 9	946	821	+ 15	333	314	+ 6
Glass, Paper, Packaging, & Allied Prod.	10	204	125	*	324	248	+ 31	128	116	*
Metals & Metal Products	20	801	607	+ 32	1,179	956	+ 23	468	382	+ 23
Petroleum & Allied Products	17	3,122	2,067	+ 51	3,645	3,349	+ 9	958	870	+ 10
Research &/or Consulting Organizations	24	1,222	966	+ 27	900	839	+ 7	414	377	+ 10
Tire & Rubber	2	373	356	+ 5	280	378	− 26	175	320	*
Utilities - Public (incl. Transportation)	71	3,053	2,903	+ 5	2,178	2,045	+ 7	1,041	988	+ 5
Other Business & Non-Profit Organizations										
Other Business & Industry	20	1,175	1,212	− 3	1,038	995	+ 4	385	345	+ 12
Non-Profit & Educational Institutions	3	453	456	− 1	40	40	*	24	25	*
Total	399	65,928	60,908	+ 8	57,173	54,180	+ 6	15,110	14,673	+ 3

† One interview schedule represents between eleven and fourteen individual student interviews conducted by one recruiter. Both full and partial interview schedules were counted equally.

[1] 1984-85 figures are actual and anticipated hires.

[2] 1983-84 figures are actual hires.

[3] 1984-85 figures are anticipated interview schedules.

[4] 1983-84 figures are interview schedules conducted.

* Percentage not meaningful because of small volume.

Table 4
Public Sector:
Number of Hires and Percentage Change

October 1984

Federal Government	Bachelor's			Master's		
	Fiscal Year 1985	Fiscal year 1984	Percent Change	Fiscal Year 1985	Fiscal Year 1984	Percent Change
Engineering	4,200	4,100	+ 2.4%	875	850	+ 2.9%
Physical Science, Mathematics and Statistics (Includes computer specialists)	1,650	1,500	+ 10.0	275	250	+ 10.0
Agriculture and Life Sciences	225	250	– 10.0	50	50	**
Business and Public Administration						
Accountants and Auditors	600	500	+ 20.0	75	75	**
Internal Revenue Agents	475	450	+ 5.6	10	10	**
Presidential Management Interns	—	—		200	200	*
Liberal Arts and Miscellaneous						
Other Professional / Administrative Positions	4,000	3,500	+ 14.2	—	—	
Middle Level Administrative and Staff Positions	—	—		2,000	2,000	*
Social Sciences	200	200	*	100	100	**
Educators	100	125	**	200	200	*
Medicine and Health	1,100	1,200	– 8.3	725	750	– 3.3
Cooperative Education Conversions (appointments of graduates to permanent jobs)	1,500	1,500	*	125	125	**
Total	14,050	13,325	+ 5.4	4,635	4,610	– 0.5

— Not applicable at this degree level.
* No change anticipated.
** Percentage not meaningful because of small volume.

Source: Data and analysis, provided by the U.S. Office of Personnel Management, reflect statistics for hiring by federal agencies in civil service positions appropriate for career entry by college graduates — not exclusively 1984–85 graduates or students recruited through on-campus interviews. The figures provided for both fiscal years are estimates, as actual data were not available at the time of publication. (A fiscal year begins on October 1 and ends on September 30 the following year.) Not included are federal agencies with their own employment systems, such as the U.S. Postal Service, the Foreign Service of the Department of State, and the Tennessee Valley Authority.

In fiscal year 1985, the number of entry-level positions in the federal government for college graduates will remain constant. Because of the comparatively low number of qualified applicants in relation to the number of vacancies, opportunities are best in the engineering and health fields.

Entry-Level Positions, GS-5/7. The Office of Personnel Management (OPM) has abolished the Professional and Administrative Career Examination (PACE) and established new procedures for appointments to professional and administrative career (PAC) positions.

Under the new procedures for entry-level (GS-5/7) positions, agencies will first attempt to staff their jobs with qualified federal employees who are affected by reductions-in-force or reorganizations, or who apply under agency merit promotion programs. When outside hiring is required, agencies may request authorization from OPM to recruit and make selections from among persons who apply directly to them. Appointments made under these new procedures will be excepted from the competitive service.

Employment opportunities for PAC positions will be limited, and competition for vacancies will be keen. Because the OPM will not accept applications, rate, or refer external candidates under the new appointment authority, applicants must directly contact the agencies for which they may wish to work.

Employer Classification Definitions

Business

Accounting-Public – includes firms engaged primarily in public accounting.

Banking, Finance & Insurance – includes finance firms such as banks and trust companies, other credit agencies, holding (but not predominantly operating) companies, other investment companies, brokers, and securities and commodity firms. All types of insurance firms, agents and brokers, and real estate agencies, title companies and developers are also included.

Merchandising & Services – includes establishments engaged in services (not covered in Accounting-Public and Banking, Finance & Insurance) other than manufacturing products. Examples are: retail/wholesale establishments, distributors of all types, hotels, restaurants, amusement, entertainment, and recreational facilities (other than government), advertising agencies, car rental agencies, printing and publishing firms, media services (i.e., radio, television, newspaper), equipment repair and maintenance services, computer services (i.e., systems analysis, software time sharing, data processing).

Manufacturing / Industrial

Aerospace, Electronics & Instruments – includes manufacturers of space vehicles, satellites, guided missiles and other aerospace equipment and instrumentation which is primarily electronic in nature. Also included in this category are manufacturers of electronic communication equipment, computers, and other electronic components, and electronic accessories for these products.

Automotive & Mechanical Equipment – includes manufacturers of equipment which operate on turbines or internal combustion engines such as farm, construction and mining machinery; transportation equipment (trucks, buses, railroad cars, automobiles); industrial mechanical equipment having detachable electric motors such as pumps, refrigeration, heating and ventilation equipment; and other mechanical equipment such as conveyors and machine tools. Manufacturers of parts and accessories for this equipment are also included. However, household appliances are classified in Electrical Machinery & Equipment.

Building Materials Mfrs. & Construction – includes general building contractors engaged in design and construction of residential dwellings, office buildings, stores and other projects of similar character. Additionally, contractors of heavy construction (i.e., bridges, highways, dams, sewage collection) are included. Manufacturers of materials used in this construction (i.e., lumber, concrete, bricks) and related specialty construction (i.e., plastering, carpentry, excavation) also belong in this category.

Chemicals, Drugs & Allied Products – includes firms producing basic chemicals and manufacturing products by predominantly chemical processes to be used for the following: 1) in further manufacture (i.e., plastics, synthetic fibers, dyes); 2) for ultimate consumption (i.e., drugs, cosmetics, soaps); 3) as supplies for other industries (i.e., paints, fertilizers, pesticides, explosives).

Electrical Machinery & Equipment – includes manufacturers of machinery, apparatus and supplies for the generation, storage, transmission and utilization of electrical energy (i.e., generators, switchgear, circuitry, electrical controls, battery chargers, condensors). Manufacturers of major and small household appliances requiring electrical energy (i.e., washers, dryers, blenders, etc.) are also included. Lamps, lighting fixtures and wiring equipment manufacturers are also in this category.

Food & Beverage Processing – includes establishments manufacturing or processing foods and beverages for human consumption, and related products such as oils and fats, ice, and prepared feeds for animals and fowls. Manufacturers who process vegetation into other consumer products such as tobacco should also be included.

Glass, Paper, Packaging & Allied Products – includes manufacturers of: 1) glass containers, flat glass, glassware and other glass products (i.e., droppers, test tubes, ornaments, etc.); 2) pulp, paper, and paper products (i.e., tissues, cardboard, bags, envelopes); 3) packaging materials made of glass, paper (i.e., boxes, cartons, tubes) as well as plastic and metal containers.

Metals & Metal Products – includes those establishments engaged in the smelting and refining of ferrous and nonferrous metals, alloying, and manufacture of castings, nails, and wires. Manufacturers of fabricated metals products such as cans, hand tools, cutlery, frames, ordnance, and pipes are also included. However, manufacturers of machine tools which shape metal would be classified in Automotive & Mechanical Equipment.

Petroleum & Allied Products (incl. Natural Gas) – includes firms engaged in exploration, drilling, well operation and maintenance, operation of cycle plants for both oil and natural gas, and mining and extraction of oil from oil sands and oil shale. Establishments engaged in refining and manufacture of fuels, tars, and lubricant oils and greases also belong in this category. *Manufacturers of machinery and equipment* for any of these processes would be classified in Automotive & Mechanical Equipment.

Research and/or Consulting Organizations – includes firms engaged solely in fundamental research or consulting in any field or corporate research units which are completely independent of the parent organization. Research departments or laboratories of corporations where this function is an integral part of the corporation should not be included but belong in the proper corporation classification. Also included are consulting engineering firms where design and construction are not part of the firm's responsibilities.

Tire & Rubber – includes manufacturers of rubber products such as tires, heels, soles, tubes, and flooring from natural, synthetic or reclaimed rubber. Manufacturers which mold primary plastics into other products are also included; however, the firms which manufacture the primary plastic materials and synthetic rubber are classified in Chemicals, Drugs & Allied Products.

Utilities-Public (incl. Transportation) – includes firms which provide to the general public or to other business enterprises passenger and freight transportation (i.e., trucking, railroads, shipping (water), local and suburban transit authorities, airlines); gas, steam, water, or sanitary services; telecommunications; and package delivery.

Other Business and Non-profit Organizations

Other Business and Industry – includes manufacturers and other business establishments which cannot be classified into any of the other currently existing categories according to their definitions (i.e., textile and apparel firms, furniture manufacturers, mining firms). Companies having too many diversified products or services to classify under any one particular type also belong in this category.

Non-profit Organizations & Educational Institutions – includes non-profit organizations of all types no matter what the service or the product. All hospitals and other health care institutions as well as schools and colleges (public and private) are also included.

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